

CANDIDATE'S REPORT

(to be filed by a candidate or his principal campaign committee)

1. Qualifying Name and Address of Candidate

MICHAEL ECHOLS
PO BOX 15493
MONROE, LA 71207

2. Office Sought (Include title of office as well)

STATE REPRESENTATIVE

16

OFFICE USE ONLY

Report Number: 27528

Date Filed: 11/8/2011

Report Includes Schedules:

Schedule A-1

Schedule A-3

Schedule B

Schedule E-1

3. Date of Primary 10/22/2011

This report covers from 10/3/2011 through 10/30/2011

4. Type of Report:

_____ 180th day prior to primary _____ 40th day after general
_____ 90th day prior to primary _____ Annual (future election)
_____ 30th day prior to primary _____ Supplemental (past election)
 X 10th day prior to primary
_____ 10th day prior to general _____ Amendment to prior report

5. FINAL REPORT if:

_____ Withdrawn _____ Filed after the election AND all loans and debts paid
_____ Unopposed

6. Name and Address of Financial Institution
(You are required by law to use one or more banks, savings and loan associations, or money market mutual fund as the depository of all

COMMUNITY TRUST BANK
2400 FORSYTHE AVENUE
MONROE, LA 71201

7. Full Name and Address of Treasurer

9. Name of Person Preparing Report REGINA L WOOD

Daytime Telephone 318-322-0522

10. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure

This 8th day of November, 2011.

MICHAEL C. ECHOLS
Signature of Candidate/Chairperson
(To be signed by Chairperson only if report by principal campaign committee)

318-366-7370
Daytime Telephone

CANDIDATE
Signature of Treasurer

318-322-0522
Daytime Telephone

8. FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY

a. Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 5,125.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
4. TOTAL CONTRIBUTIONS (Lines 1 + 2 +3)	\$ 5,125.00
5. Other Receipts (Schedule A-3)	\$ 0.05
6. Loans Received (Schedule B)	\$ 0.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
8. TOTAL RECEIPTS (Lines 4 + 5 + 6 + 7)	\$ 5,125.05

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 35,205.17
10. Other Disbursements (Schedule E-2)	\$ 0.00
11. Loan Repayments Made (Schedule B)	\$ 0.00
12. Funds Loaned (Schedule D)	\$ 0.00
13. TOTAL DISBURSEMENTS (Lines 9 + 10 + 11 + 12)	\$ 35,205.17

FINANCIAL SUMMARY	Amount
14. Funds on hand at beginning of reporting period (Must equal funds on hand at close from last report or -0- if first report for this election)	\$ 31,079.26
15. <i>Plus</i> total receipts this period (Line 8 above)	\$ 5,125.05
16. <i>Less</i> total disbursements this period (Line 13 above)	\$ 35,205.17
17. <i>Less</i> in-kind contributions (Line 2 above)	\$ 0.00
18. Funds on hand at close of reporting period	\$ 999.14

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SUMMARY PAGE (continued)

INVESTMENTS	Amount
19. Of funds on hand at beginning of reporting period (Line 14, above), amount held in investments (i.e., savings accounts, CD's, money market funds, etc.)	\$ 0.00
20. Of funds on hand at close of reporting period (Line 18, above), amount held in investments	\$ 0.00

FINANCIAL SUMMARY	Amount
21. Candidate's personal funds (Use of personal funds as either a contribution or loan to the campaign should be reported on Schedules A-1 or B.)	\$ 0.00
22. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 1,000.00
23. All proceeds from the sale of tickets to fundraising events (Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1.)	\$ 0.00
24. Proceeds from the sale of campaign paraphernalia (Receipts from the sale of campaign paraphernalia are contributions and must also be reported on Schedule A-1 or Line 3, above.)	\$ 0.00
25. Expenditures from petty cash fund (Must also be reported on Schedule E-1.)	\$ 0.00

NOTICE

The personal use of campaign funds is prohibited.* The use of campaign funds must be related to a political campaign or the holding of a public office or party position. However, campaign funds may be used to reimburse a candidate for expenses related to his campaign or office, to pay taxes on the interest earned on campaign funds or to replace articles lost, stolen, or damaged in connection with a campaign.

Excess campaign funds may be returned to contributors on a pro rata basis, given as a charitable contribution as provided in 26 USC 170(c), given to a charitable organization as defined in 26 USC 501(c)(3), expended in support of or opposition to a proposition, political party, or candidacy of any person, or maintained in a segregated fund for use in future political campaigns or activity related to preparing for future candidacy to elective office.

*The prohibition on the personal use of campaign funds does not apply to campaign funds received prior to July 15,

SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
MR. WILLIAMS ANDERS 805 EASON PLACE MONROE, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/06/2011	\$100.00	\$350.00
THOMAS W BROCK 3306 MONTEIGNE PLACE MONROE, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/10/2011	\$100.00	\$100.00
CENTRAL MANAGEMENT COMPANY LLC PO BOX 1438 WINNFIELD, LA 71483 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/07/2011	\$500.00	\$500.00
MONTE K CHAPMAN 1 HERMITAGE TRACE MONROE, LA 71203 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/11/2011	\$250.00	\$250.00
DAVID F COOPER 1028 HARRISON STREET RAYVILLE, LA 71269 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/06/2011	\$200.00	\$200.00
SETH COPELAND 416 PARROTS BEAK STERLINGTON, LA 71280 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2011	\$500.00	\$500.00
4. SUBTOTAL (this page)		\$1,650.00	N/A
5. TOTAL (complete only on last page of this schedule)			N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		\$0.00	TOTAL (complete only on last page of this schedule)

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SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
D.B. REAL ESTATE INC 1812 GLENMAR AVENUE MONROE, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/10/2011	\$100.00	\$100.00
DEERFIELD NURSING & REHAB CENTER LLC 522 MAIN STREET DELHI, LA 71232 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/12/2011	\$250.00	\$250.00
G. KOVAC INVESTMENTS INC. 214 RIVER OAKS DRIVE WEST MONROE, LA 71291 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/03/2011	\$250.00	\$250.00
LFT - PAC 9623 BROOKLINE AVENUE BATON ROUGE, LA 70809 POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2011	\$500.00	\$500.00
LOUISIANA MEDICAL POLITICAL ACTION COMMITTEE 6767 PERKINS ROAD STE 100 BATON ROUGE, LA 70808 POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/07/2011	\$500.00	\$500.00
MIKE MCGEE 103 HARTFORD PLACE WEST MONROE, LA 71291 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/03/2011	\$75.00	\$75.00
4. SUBTOTAL (this page)		\$1,675.00	N/A
5. TOTAL (complete only on last page of this schedule)			N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page) <u>\$1,000.00</u>		TOTAL (complete only on last page of this schedule) _____	

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SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
CATHY H MYRICK 3203 MONTEIGNE CIRCLE MONROE, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/14/2011	\$1,000.00	\$1,000.00
ROBERT RIDDLE 309 FORTUNE DRIVE MONROE, LA 71203 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/12/2011	\$200.00	\$450.00
TRAXLER HEALTHCARE INC PO BOX 2537 MONROE, LA 71207 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/13/2011	\$500.00	\$500.00
CLYDE R WHITE 1209 PARK AVENUE MONROE, LA 71201 POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/18/2011	\$100.00	\$100.00
4. SUBTOTAL (this page)		\$1,800.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 5,125.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page) <u> \$0.00 </u>		TOTAL (complete only on last page of this schedule) <u> \$ 1,000.00 </u>	

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SCHEDULE A-3: OTHER RECEIPTS

This schedule is used to report those receipts that are not "contributions"; that is, monies paid to the campaign that are not given for the purpose of supporting, opposing or otherwise influencing the nomination or election of a candidate to public office. Examples include interest or investment income. Receipts should be reported on this schedule only if they have not been reported elsewhere in this report. The explanation of the receipt should state the reason the payment was made to the campaign.

1. Name and Address of Source	2. Date(s)	3. Explanation(s)	4. Amount(s)
QUESTCOMM CONSULTANTS PO BOX 14262 MONROE, LA 71207	10/03/2011	Check to Questcomm Consultants cleared for \$.05 less	\$0.05
5. Total OTHER RECEIPTS during this reporting period			\$ 0.05

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SCHEDULE B: LOANS RECEIVED

The following information must be provided for each loan or line of credit received this reporting period, even if it has been repaid. Also, complete this schedule for loans received in prior periods that are still outstanding. Separate loans must be reported separately, even if from the same source. Any personal funds a candidate loans to his campaign must be reported on this schedule.

1. Name and address of lender MICHAEL ECHOLS PO BOX 15493 MONROE, LA 71207	2. a. Date* <u>9/12/2011</u> b. Interest rate <u>0.00</u> %(a.p.r.) c. Amount borrowed* \$ <u>20,000.00</u> d. Balance due \$ <u>20,000.00</u> *For lines of credit, give the date the line of credit was first committed at Item 2a and list only the amount actually drawn at Item 2c. OPTIONAL: Total amount of credit available \$ _____						
3. Endorsers/Guarantors	4. Repayments this period <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%; text-align: center;">Date</th> <th style="width: 35%; text-align: center;">Principal</th> <th style="width: 35%; text-align: center;">Interest</th> </tr> </thead> <tbody> <tr> <td style="height: 30px;"></td> <td></td> <td></td> </tr> </tbody> </table>	Date	Principal	Interest			
Date	Principal	Interest					
(Enter the full name and address of each person or entity that has endorsed, guaranteed or otherwise secured the loan or line of credit.)	(List payments of principal and interest separately. If separate amounts are not known, list all payments under principal.)						

SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
ASSOCIATED BUSINESS PRINTING PO BOX 1461 WEST MONROE, LA 71291	10/12/2011	PUSH CARDS	\$ 839.22
ASSOCIATED BUSINESS PRINTING PO BOX 1461 WEST MONROE, LA 71291	10/12/2011	MAILER PRODUCTION PRINITNG POSTAGE ADDRESSING	\$ 7,406.25
ASSOCIATED BUSINESS PRINTING PO BOX 1461 WEST MONROE, LA 71291	10/20/2011	MAILER PRODUCTION POSTAGE AND ADDRESSING	\$ 1,636.48
BASTROP DAILY ENTERPRISE PO BOX 311 BASTROP, LA 71221	10/20/2011	NEWSPAPER ADVERTISING	\$ 667.75
COMCAST 405 KIROLI ROAD WEST MONROE, LA 71291	10/04/2011	CABLE - OUACHITA AND MOREHOUSE	\$ 2,344.00
COMCAST 405 KIROLI ROAD WEST MONROE, LA 71291	10/16/2011	TELEVISION ADVERTISING	\$ 1,014.00
HASKELL'S DONUTS 661 EAST MADISON BASTROP, LA 71220	10/14/2011	FOOD FOR VOLUNTEERS	\$ 55.55
KARD-TV 200 PAVILLION ROAD WEST MONROE, LA 71291	10/04/2011	ADVERTISING	\$ 350.00
3. SUBTOTAL (optional)			\$14,313.25
4. TOTAL (optional - complete only on last page of this schedule)			

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SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
KARD-TV 200 PAVILLION ROAD WEST MONROE, LA 71291	10/04/2011	TELEVISION ADVERTISING	\$ 814.27
KNOE-TV 1400 OLIVER ROAD MONROE, LA 71201	10/04/2011	ADVERTISING	\$ 3,485.00
KNOE-TV 1400 OLIVER ROAD MONROE, LA 71201	10/05/2011	TELEVISION ADVERTISING	\$ 2,000.00
KNOE-TV 1400 OLIVER ROAD MONROE, LA 71201	10/16/2011	TELEVISION ADVERTISING	\$ 2,660.00
KNOE-TV 1400 OLIVER ROAD MONROE, LA 71201	10/20/2011	TELEVISION RATE ADJ TO PREVENT PRE-EMPTION	\$ 90.00
KTVE-TV 200 PAVILLION ROAD WEST MONROE, LA 71291	10/04/2011	ADVERTISING	\$ 1,820.00
KTVE-TV 200 PAVILLION ROAD WEST MONROE, LA 71291	10/16/2011	TELEVISION ADVERTISING	\$ 1,225.00
NEW-STAR 411 N 4TH STREET MONROE, LA 71201	10/05/2011	NEWSPAPER ADVERTISING	\$ 950.75
3. SUBTOTAL (optional)			\$13,045.02
4. TOTAL (optional - complete only on last page of this schedule)			

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SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
NEW-STAR 411 N 4TH STREET MONROE, LA 71201	10/20/2011	NEWSPAPER ADVERTISING	\$ 1,000.00
NEWCOMER MORRIS & YOUNG 2905 EVANGELINE STREET MONROE, LA 71201	10/12/2011	TV COMMERCIAL PRODUCTION AND DIRECTION	\$ 2,697.10
OUACHITA CITIZEN 1400 N 7TH STREET WEST MONROE, LA 71291	10/20/2011	NEWSPAPER ADVERTISING	\$ 198.00
OUACHITA PARISH HIGH SCHOOL 681 HIGHWAY 594 MONROE, LA 71203	10/06/2011	SPONSORSHIP	\$ 100.00
PAPER MART 1818 FORSYTHE AVENUE MONROE, LA 71201	10/27/2011	OFFICE SUPPLIES	\$ 100.50
PAWS OF NELA PO BOX 15432 MONROE, LA 71207	10/12/2011	SPONSORSHIP	\$ 100.00
PAYPAL 2211 N FIRST STREET SAN JOSE, CA 95131	10/03/2011	FEES FOR MEMBERSHIP	\$ 2.48
QUESTCOMM CONSULTANTS PO BOX 14262 MONROE, LA 71207	10/05/2011	MONTHLY RETAINER	\$ 2,500.00
3. SUBTOTAL (optional)			\$6,698.08
4. TOTAL (optional - complete only on last page of this schedule)			

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SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
MS. MARY A RIDDLE 808 GLENMAR AVENUE MONROE, LA 71201	10/27/2011	CONTRACT LABOR - VOLUNTEER COORDINATION	\$ 600.00
SHIPLEY'S DONUTS 512 LOUVILLE AVENUE MONROE, LA 71201	10/11/2011	FOOD FOR VOLUNTEERS	\$ 37.80
THE ROSE THEATRE 102 E JEFFERSON AVE BASTROP, LA	10/08/2011	SPONSORSHIP	\$ 150.00
TONORE'S WINE CELLAR 801 LOUISVILLE AVE MONROE, LA 71201	10/18/2011	REFRESHMENTS FOR CAMPAIGN EVENT	\$ 293.40
WAL-MART 2701 LOUISVILLE AVE MONROE, LA 71201	10/27/2011	OFFICE SUPPLIES	\$ 67.62
3. SUBTOTAL (optional)			\$1,148.82
4. TOTAL (optional - complete only on last page of this schedule)			\$ 35,205.17

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